

Date of Meeting: May 22, 2025

Report Number: A31-25

Report Subject: First Quarter (Q1) Operations Report 2025

Recommendation:

1. THAT the Clarington Public Library Board receive Administrative Report No. A31-25: 2025 Q1 Operations Report as information.

Report Overview:

The purpose of this report is to update the Library Board on service transactions for the first quarter (Q1) from January 1, 2025 – March 31, 2025, from a system-wide perspective. Location based information and an infographic are included in Appendices A & B for information only.

Summary

CLMA continues to relative stability across all service offerings throughout the system. There are some variations in service levels, but generally, they are attributed to exceptionalities in services and are not indicative of overall usage trends.

Circulation

- Physical materials: Print usage and multimedia usage have increased 4% and 6%, respectively, over Q1 2024.
- Electronic materials (eMaterials): includes eBooks, eAudiobooks, eMagazines, and video streaming eMaterials, increased 8% in Q1 2025 over Q1 2024.
- Special collections: Usage of these collections continue to increase, by 116% over Q1 2024. This significant increase can be attributed, in part, to the installation of the Library of Things storage units, creating more visibility and ease of access to the collections.

Visits

- Visits to CLMA locations in Q1 2025 have decreased marginally with 1%, or 806 less visitors, over Q1 2024.

- a. The Bowmanville Library's gates were disconnected erroneously in January 2025, due to the timing of the removal of the security gates and the installation of new footfall traffic counters. In January 2024, Bowmanville Library saw 9,717 visitors, and with the disconnecting of the gates, no foot traffic was counted in January 2025.
- b. Newcastle Library also saw a slight decrease in Q1 over 2024. This is likely a natural fluctuation and not indicative of overall trends.

Digital Usages (Computers & Wi-Fi)

- Computer use: Computer use decreased marginally, by 4% or 192 uses, over Q1 2024.
 - a. Newcastle and Orono Library computer usage decreased significantly in Q1 2025. With the decrease in usage and the increased demand for computers at the Courtice Library, staff will be redistributing some public access stations to Courtice to optimize usage and availability.
- Wi-Fi use: Wi-Fi usage has increased by 13%.
 - a. Newcastle and Orono Library WiFi usage have also decreased substantially from Q1 2024. After investigation and examination of Wifi reach, staff have determined the likely cause of the decrease in Wifi use is due to the lack of signal from the building to the parking lot or other outdoor space surrounding the branches, where members of the public will also use the Wifi. Management is investigating solutions for the signal reach.

Website Visits & Social Media

- Website visits & app: The CLMA launched our new website in Q3 2023 and have seen an increase of 13% over Q1 2024 with the new website and a 620% increase usage of the app, after restoration of the app in February 2024.
- LiveChat, an instant messaging service, was introduced to the CLMA's new website in Q3 2023. This service was used 527 times in Q1 2025, a 19% increase or an additional 83 conversations, over Q1 2024.
- Social media impressions have increased by 38% in comparison with Q1 2024. Additionally, using the strategy of creating higher quality posts and leveraging knowledge of social media algorithms and trends, rather than strictly information sharing, social media engagement, or the number of times that posts are interacted with from shares, likes, and comments, has increased by 24% over Q1 2024.

Membership

- Registration for new cards continues to rise, with a 24% increase, comparatively to Q1 2024.
- Active membership has seen a slight decrease of 11% comparative to Q1 2024. Similar to other fluctuations, this appears to be a natural fluctuation rather than indicative of an overall trend.

Program & Outreach Attendance

- Program attendance saw minimal change over Q1 2024. Management will be looking to target specific program types, such as programs for seniors and teenagers, to increase attendance.
- Outreach impact has decreased marginally by 5% over Q1 2024.

Museum Research

- The Museum has received 30 research requests in Q1 2024, a slight increase of 11% or 3 additional requests.

Room Bookings

- Room bookings have seen a decrease over Q1 2024, with 10 less bookings.
 - CLMA honoured a handful of external room bookings in January 2024 due to the overlap with the introduction of the new fee structure for room bookings. With the fee structure fully in place for a year, it is anticipated this number will now stabilize, though management is actively seeking opportunities to promote the availability of rooms, to generate revenue.

Conclusion

Overall, Q1 2025 demonstrated continued stability in CLMA's service delivery, with notable increases in circulation, social media engagement, and new card registrations. While there are some declines in specific areas, these are largely attributed to localized issues or natural fluctuation rather than trends. Ongoing efforts are being undertaken by the management team, including reallocation of resources and technology, to optimize service delivery.

Report Submitted by:
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May 22, 2025